#### Method 1 - Babbitt Score

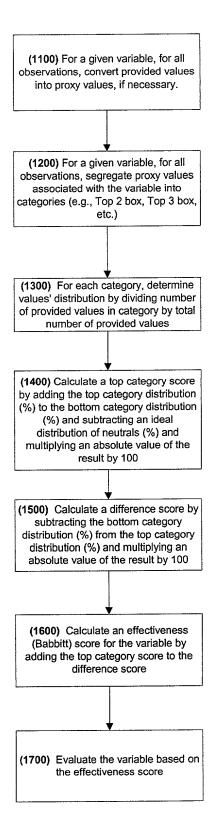
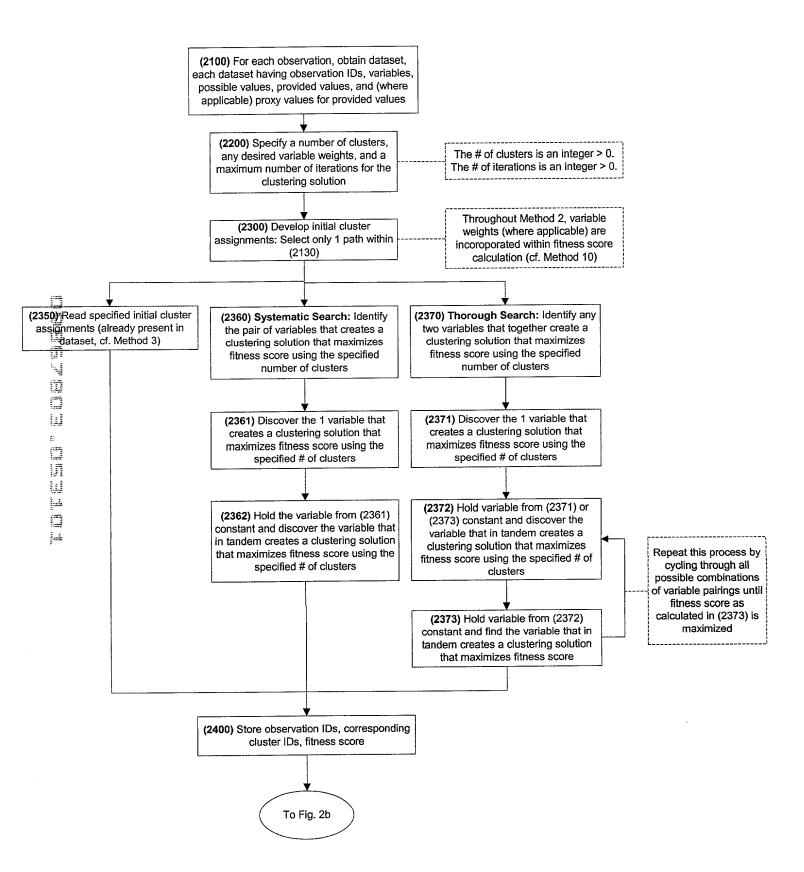
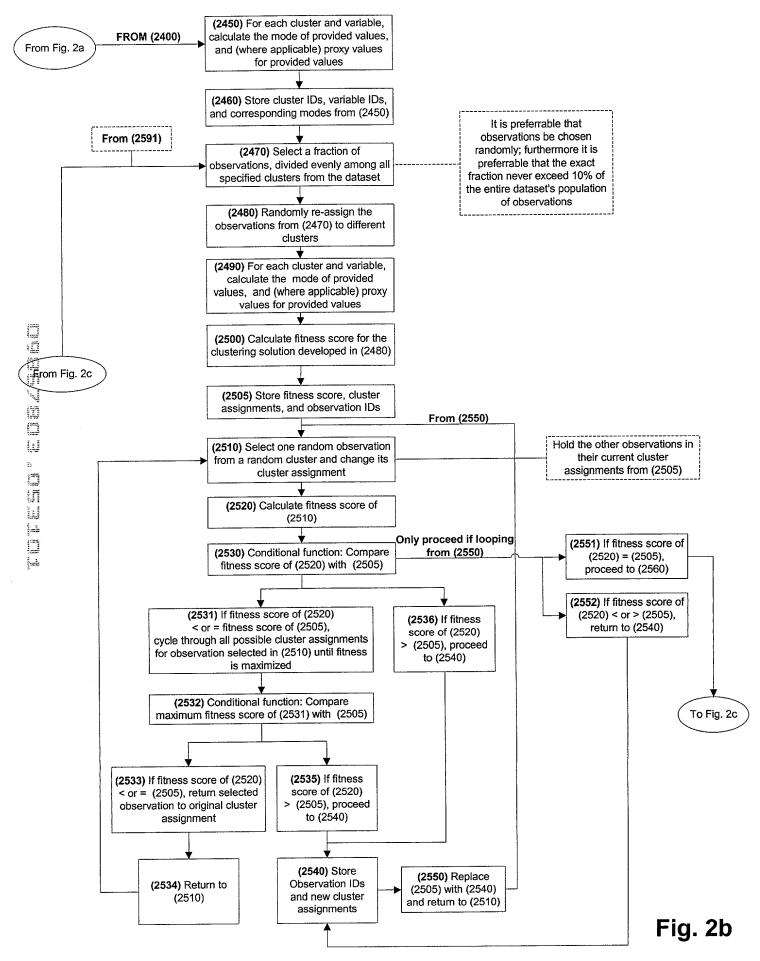


Fig. 1

#### Method 2 - Bestfit Clustering



## Method 2 - Bestfit Clustering - Continued



# Method 2 - Bestfit Clustering - Continued

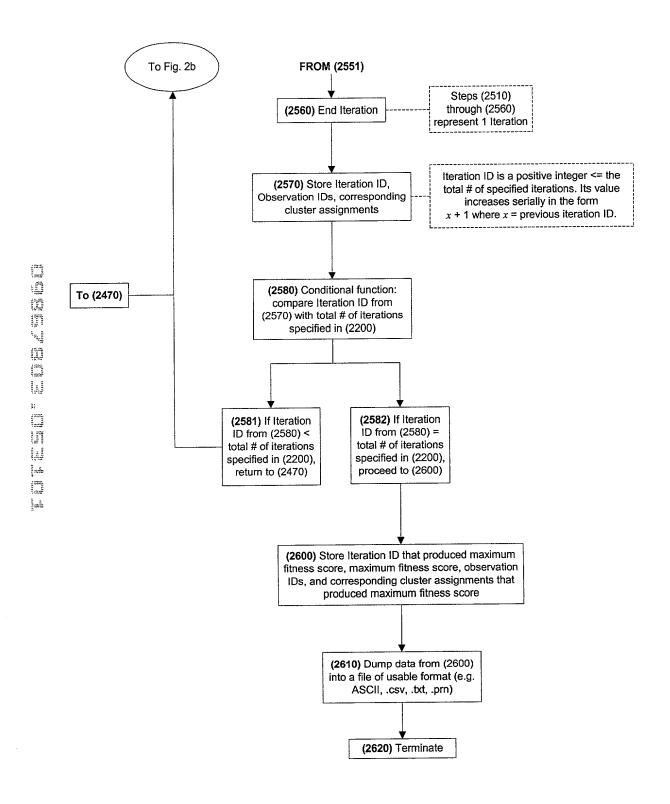


Fig. 2c

# Method 3 - Champion/Challenger Clustering Refinement

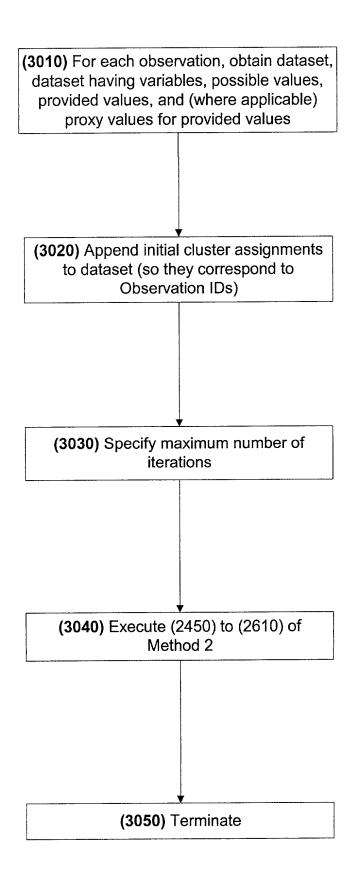
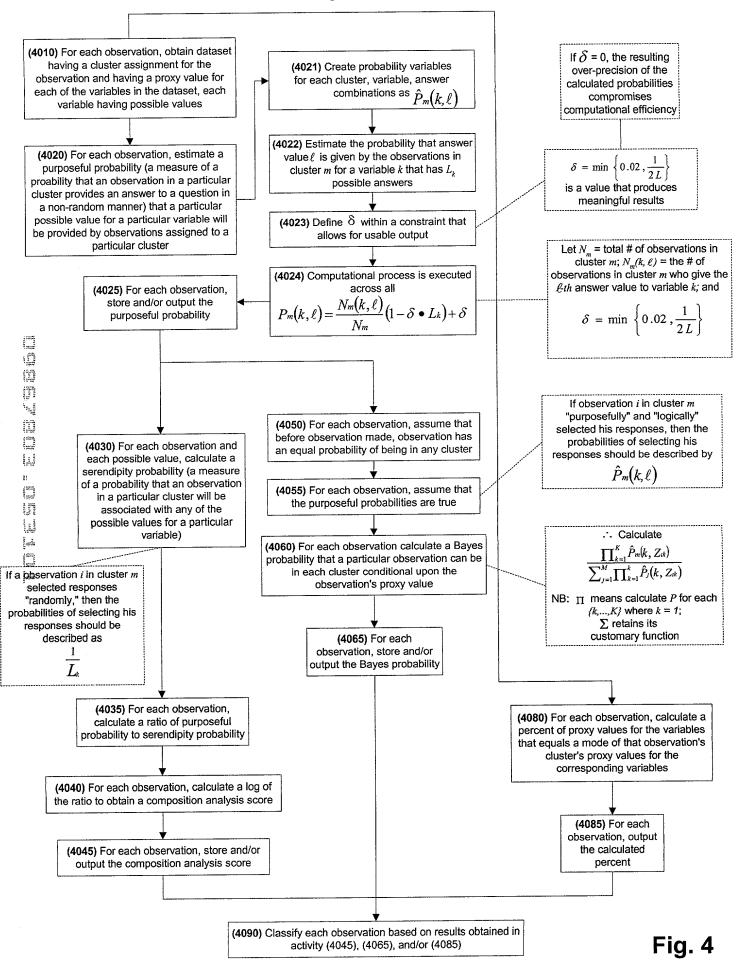


Fig. 3

### **Method 4 - Composition Analysis**



### Method 5 - Segmentation-on-the-Fly

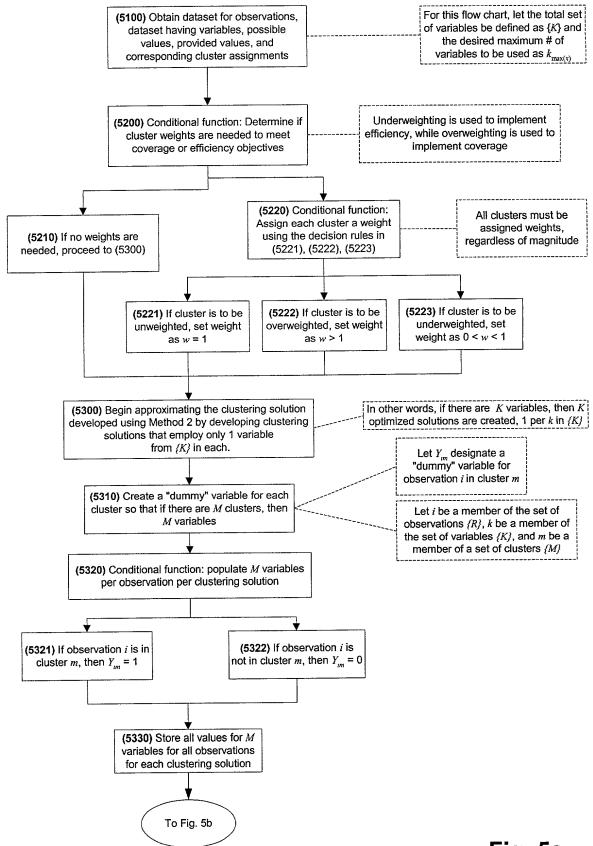
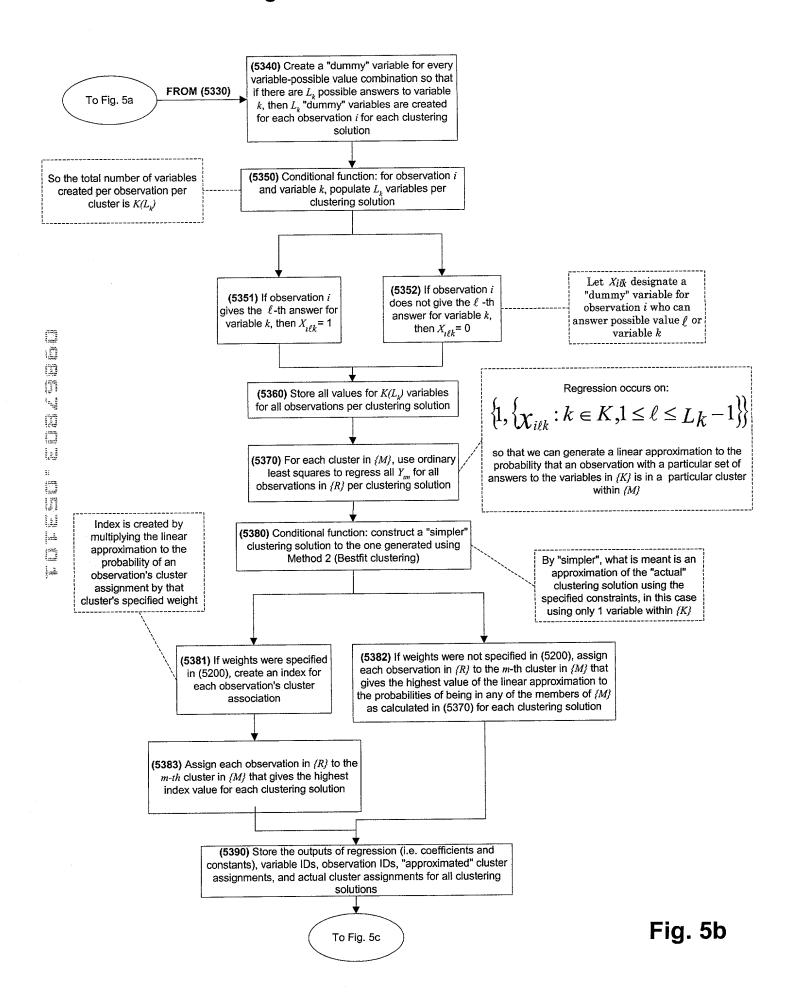
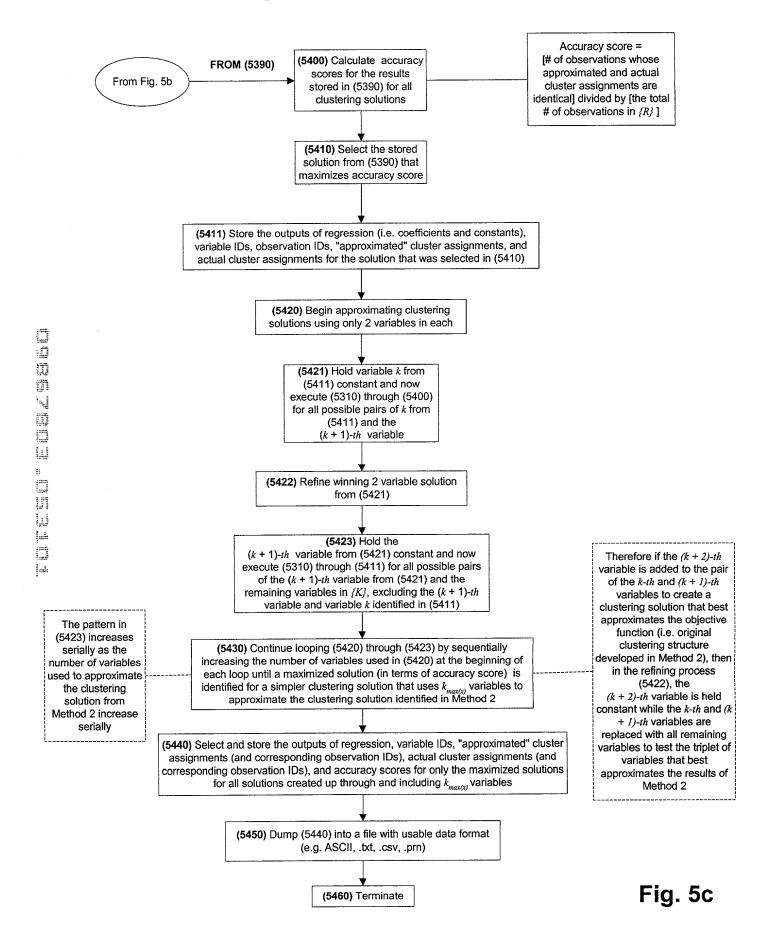


Fig. 5a

# Method 5 - Segmentation-on-the-Fly - Continued



## Method 5 - Segmentation-on-the-Fly - Continued



#### **Method 6 - Behavioral Segment Scoring**

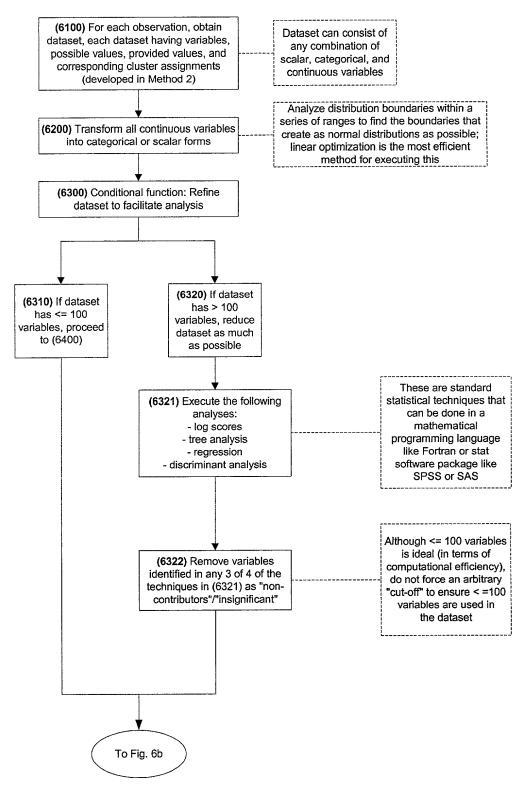


Fig. 6a

#### Method 6 - Behavioral Segment Scoring - Continued

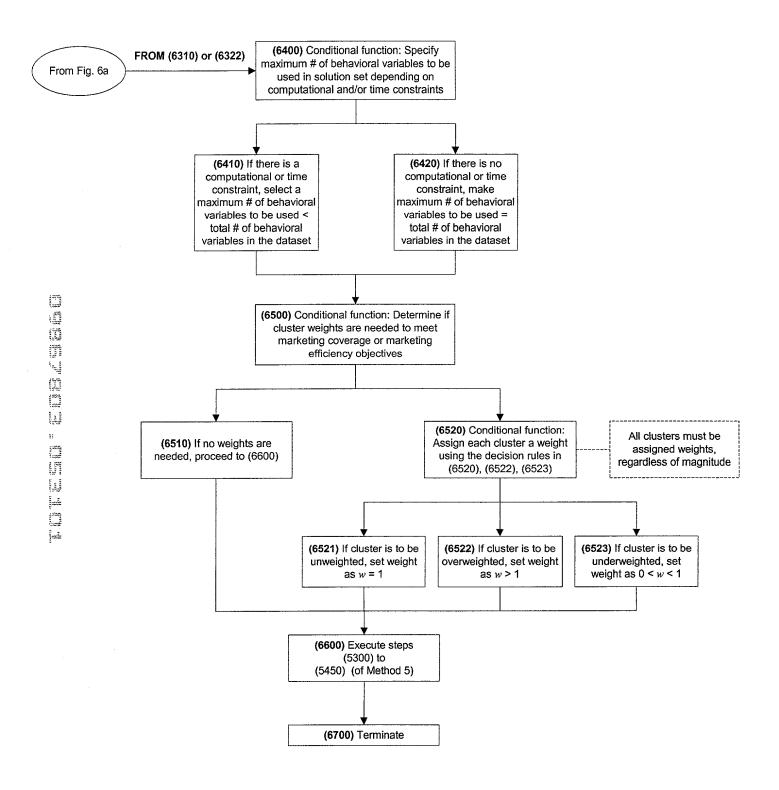


Fig. 6b

### Method 7 - Panel Analysis

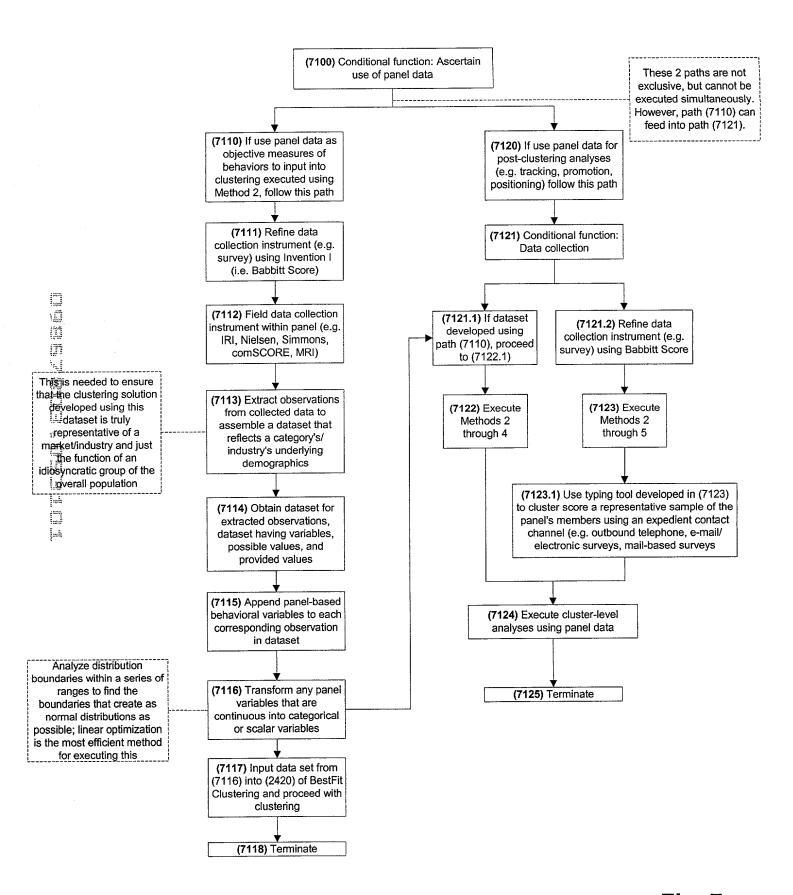


Fig. 7

### **Method 8 - Overall Segment-Based Marketing Process**

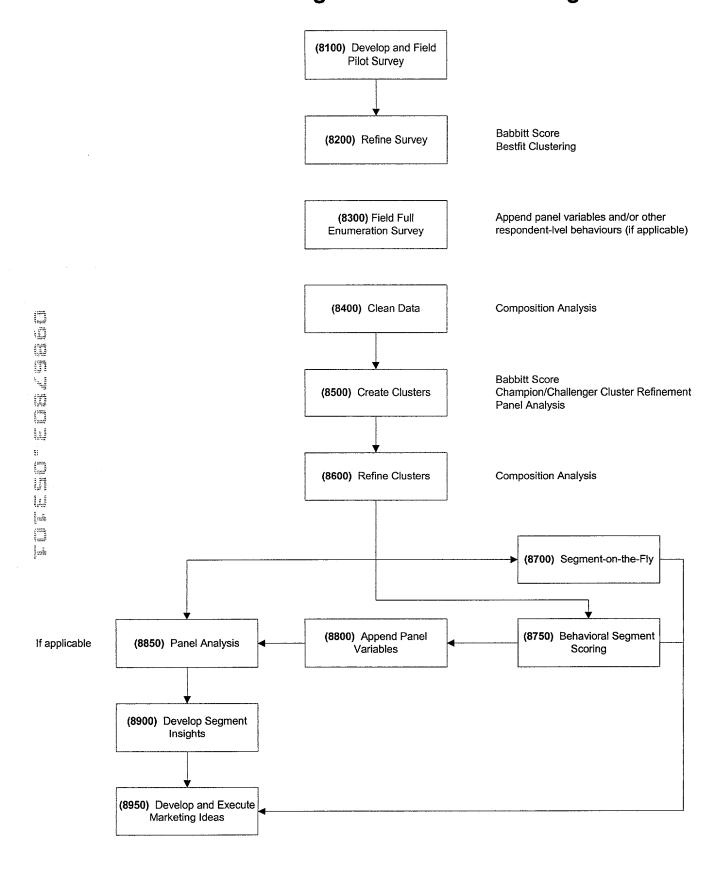


Fig. 8

### **Information Device 9**

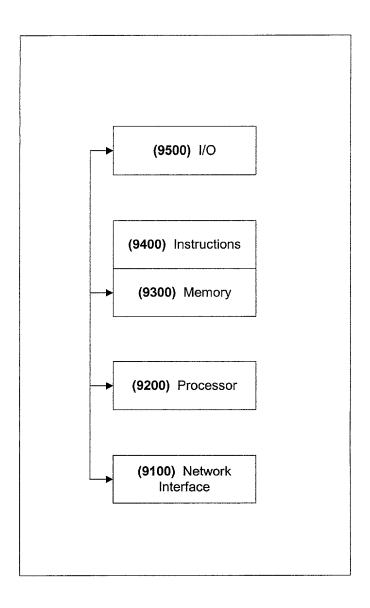


Fig. 9

#### **Method 10 - Fitness Score Calculation**

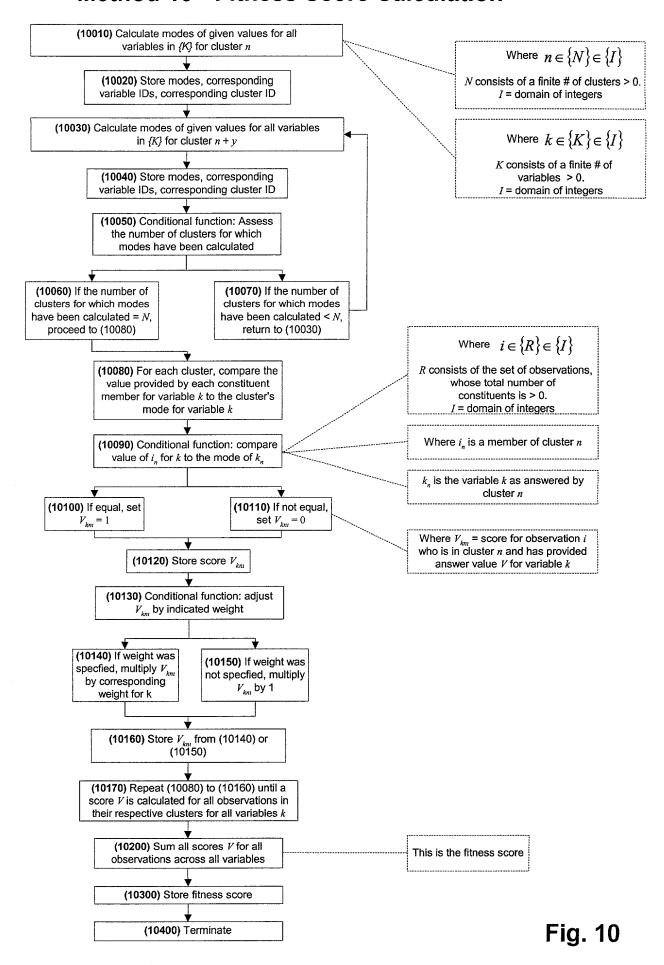
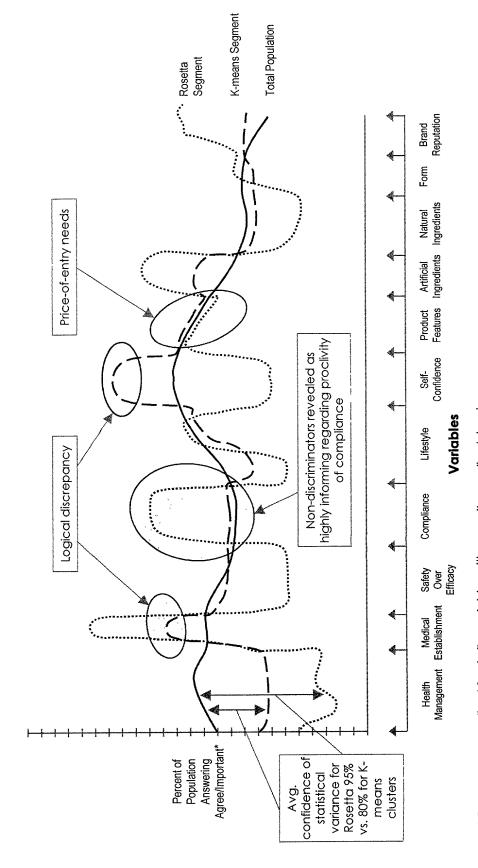


FIG. 11

Blinded Case Study



\* Responses normalized for similar variables with opposite wording/phrasing.